

Application No. 09/944,348
Amendment dated December 7, 2009
Reply to Office Action of July 6, 2009

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-82. (cancelled)

83. (currently amended) A system for uninterrupted and passive continuous monitoring and measuring viewer behavior of a plurality of television viewers and pattern data among television viewer events ~~including~~ and channel change events in a plurality of viewing premises to provide information for direct correlation with concurrent detailed data of programming and broadcasting in order to analyze and ascertain the responses of the plurality of viewers to program and advertising content for the purpose of assessing the effectiveness of said programming and advertising content, wherein the results of said analysis can be made available to advertisers, said system comprising:

a plurality of signal receiving devices located in a plurality of viewing premises, wherein each said signal receiving device comprises:

a monitor device for uninterrupted and passive continuous monitoring of television viewer behavior, the monitor device configured for monitoring event data generated upon occurrence of the television viewer events ~~including~~ and channel change events to ascertain television viewer behavior and pattern data among television viewer events ~~including~~ and channel change events on the continuous basis;

an event timing device for recording a time record of television viewer event occurrence to be used for generating time-stamped data representative of time of the occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device.

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84. (currently amended) The system of claim 83, wherein television viewer events comprise at least one of change of volume level, change of mute status, and change of signal receiving device status.
85. (currently amended) The system of claim 83, wherein television viewer events are actions by the television viewer to change volume level.
86. (currently amended) The system of claim 83, wherein each signal receiving device further comprises a receiver for receiving television signals.
87. (currently amended) The system of claim 83, further comprising a first transmitter for providing television signals for a television.
88. (currently amended) The system of claim 87, further comprising a second transmitter for transmitting information reflecting viewer behavior.
89. (new) The system of claim 83, wherein said event timing device is a real-time clock adapted to keep time continuously while said system operates.
90. (new) The system of claim 83, wherein said data latching device is adapted to create a data structure comprising a 256 bit data stream which includes data representative of said time-stamped data and said viewer event data.
91. (new) A system for measuring behavior of a viewer based on viewer events taken in relation to delivery of a signal to a display device, the system comprising:
 - a plurality of signal receiving devices, each of said signal receiving devices including a receiver for receiving the signal, at least a portion of which is displayable on the display device, at least one monitor adapted to continuously monitor the signal and provide information regarding the use of the signal by the viewer, a real-time clock adapted to keep time continuously during the operation of the system, a data latching device adapted to read the information provided by said at least one monitor and timestamp the information based on the measurement provided by said real-time clock, and a central processing unit adapted to control said data latching device; and
 - a central processing computer adapted to receive data from each of said plurality of signal receiving devices.

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92. (new) The system of claim 91, further comprising a plurality of monitoring devices, said data latching device being adapted to read signals present at each of the monitoring devices to obtain a signal representative of the operational state of said signal receiving device.
93. (new) The system of claim 91, wherein said central processing computer is adapted to continuously receive and process data from the plurality of signal receiving devices.